

FINAL

CASE

Study

by Diego Salinas

PROBLEM STATEMENT

I am making a web portfolio focused on my different hireable artistic skills

What problem i am solving?

I am creating a website to show my different artistic works, most of my art is digital but I also work with other materials.

Who is my target market?

.My goal is potential clients and people who are interested in my art and want to hire me for a job.



UX/UI PROCESS

EMPATHIZE

- identify the problem
- Benchmark research
- interviews



DEFINE

- Synthesize Data
- Personas



IDEATE

- Site Structure
- User Flows



PROTOTYPE

- Wireframes
- Moodboards
- Brand Identity
- Color Mockups



TESTING

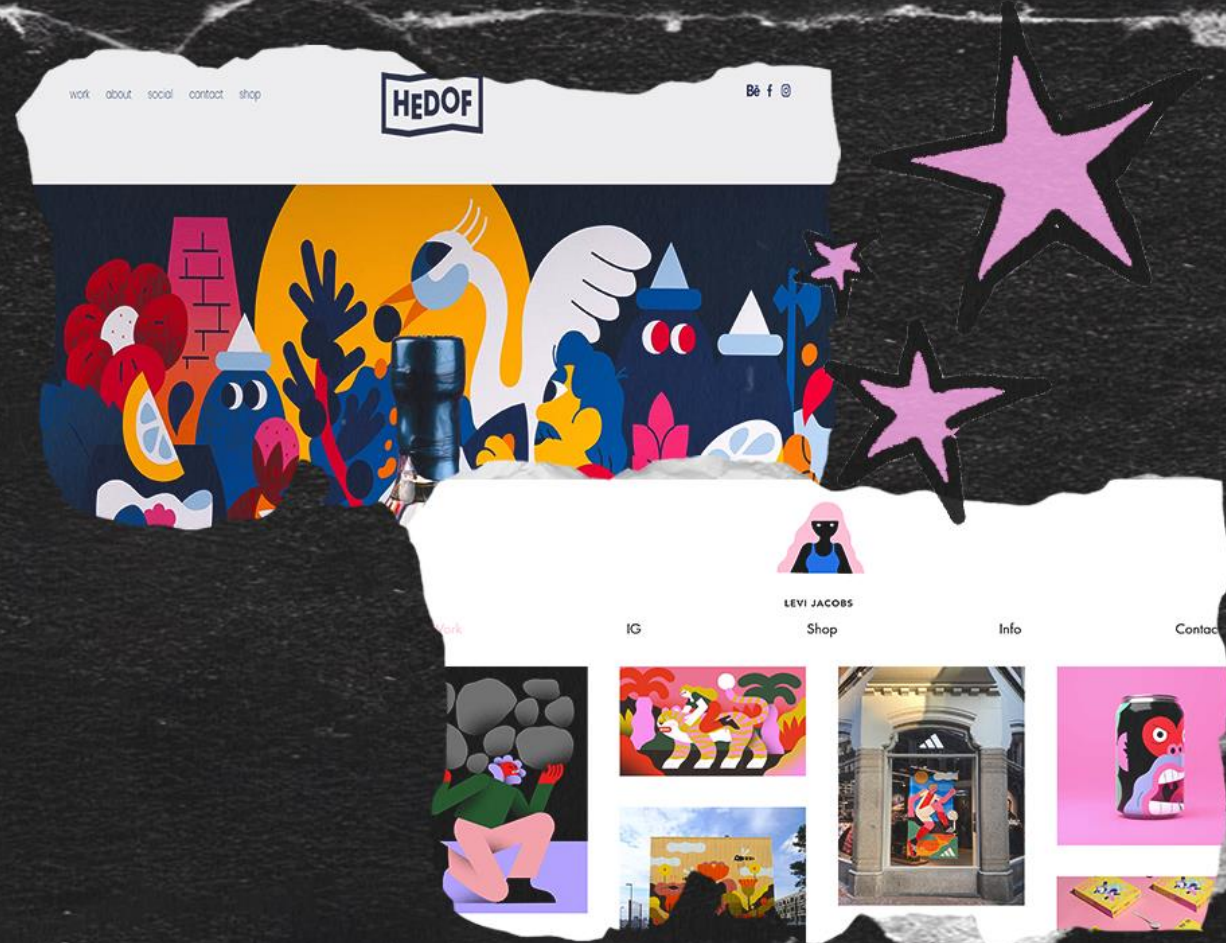
- Clickable website
- Conclusion

Benchmark Research - Portfolio Websites

What I found from researching portfolio websites:

A good portfolio should be

- a way in which you can demonstrate your projects and skills in effective and easy-to-understand ways
- I was looking at portfolios of illustrators and designers and I came to the conclusion that what makes a portfolio stand out in this market is how much of your personality you put into your portfolio and your projects



INTERVIEWS

1

When was the last time you visited an art portfolio? How was your experience?

2

What is something that catches your attention in an art portfolio?

3

What is something that makes an art portfolio boring or not so interesting?

4

How much time do you spend looking at an art portfolio?

5

Does the color palette affect my portfolio? If I leave it in black and white, will it look minimalist or boring?

6

For what purpose have you visited an art portfolio?

7

Do you like a portfolio showcasing various skills, or do you prefer a portfolio focused on a specific area?

8

What do you think is necessary to have in an art portfolio?

Some Insights from Interviews

- You should have good information about the artist such as a good bio or different ways to contact the artist.
- It should be simple, minimalist, easy to understand but at the same time creative.
- it should be a portfolio that attracts attention; they feel that all portfolios have a cadence of personality.



Simplicity

The content has to be simple to read

not so many paragraphs

Functionality

All the buttons should work

separate the content in sections

all the links should work

should not take time to load

Aesthetics

Good work photographed

I like minimalist

eye catching color palette

a good landing page

the way How work is placed

Frustrations

lack of content

Monotony

not creative enough

boring color palette

not having a contact information

not well photographed

not having a photo

not having a Bio

Goals

Inspiration

Motivation

research

help students

See art tendencies

reference



PERSONAS

1



Name: Leo Messi

Age: 18

Gender: Masculine

Single with dogs

Bio: Leo Messi is a freshman graphic design student who is willing to find inspiration looking at my portfolio

Frustrations

- not having an eye catching color palette
- poorly design
- lack of description
- lack of content

Goals

- inspiration
- motivation
- reference
- see art tendencies

2



Name: Cristiano Ronaldo

Age: 40

Gender: Masculine

Divorced with 7 kids and two cats

Bio: Cristiano Ronaldo is Graphic design professor with 20 years of experience. Right now, he is helping his students make their portfolios and he wants to evaluate mine

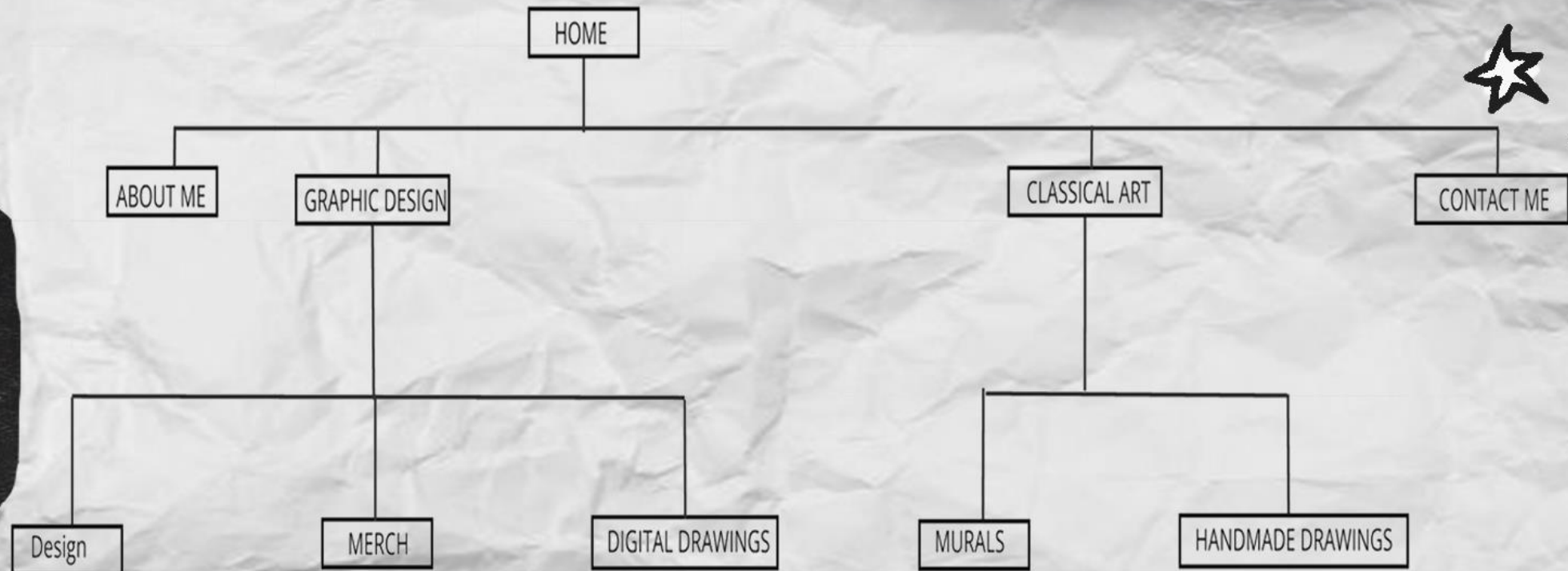
Frustrations:

- Lack of content
- Lack of effort
- Not well photographed
- Not having Bio
- Not well placed

Goals

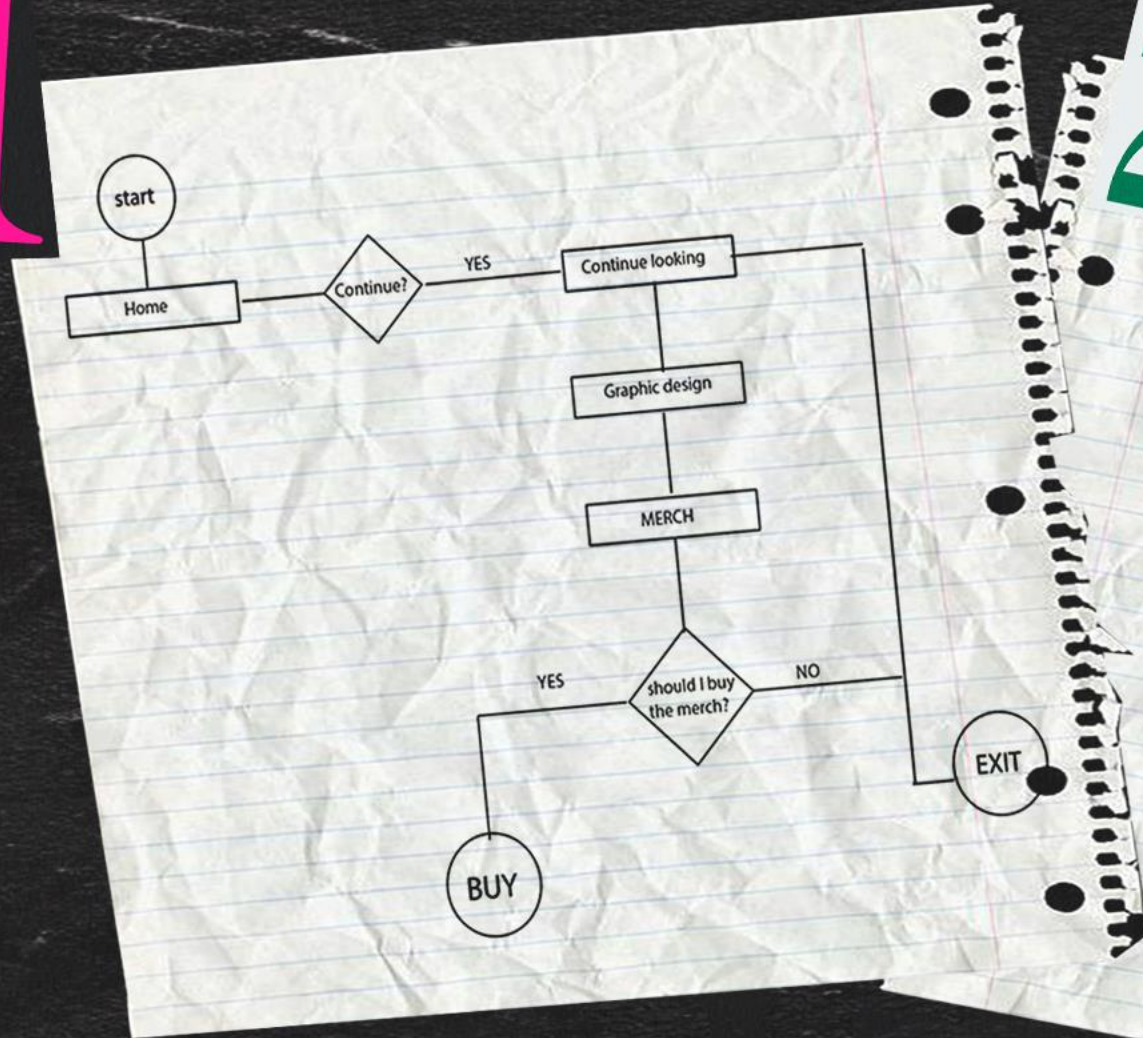
- helping students
- criticizing
- inspiration
- research

SITE STRUCTURE

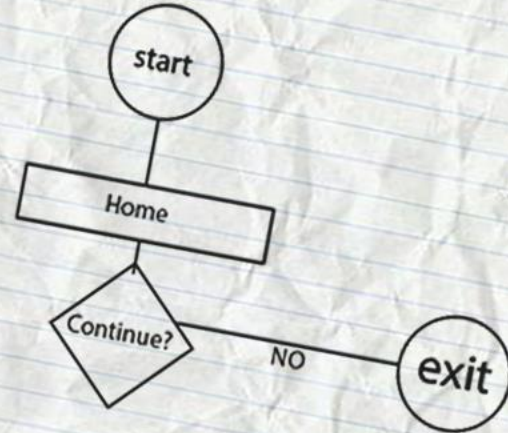


USER FLOWS

1



2



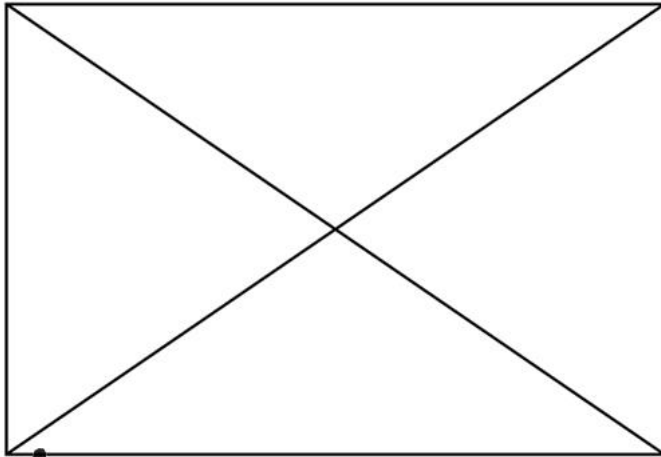
WIREFRAMES **1**



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WELCOME

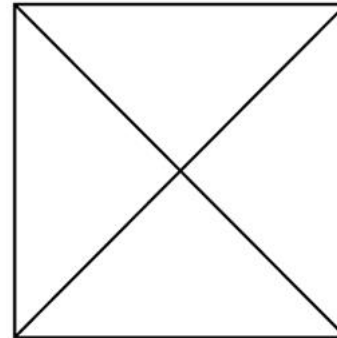
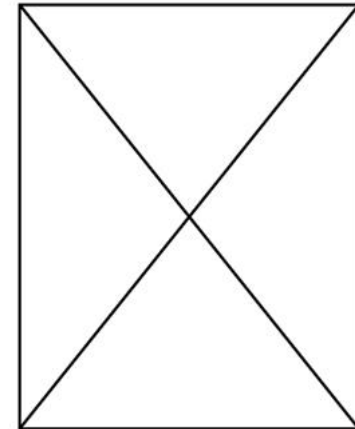
DIEGO SALINAS WEB PORTFOLIO



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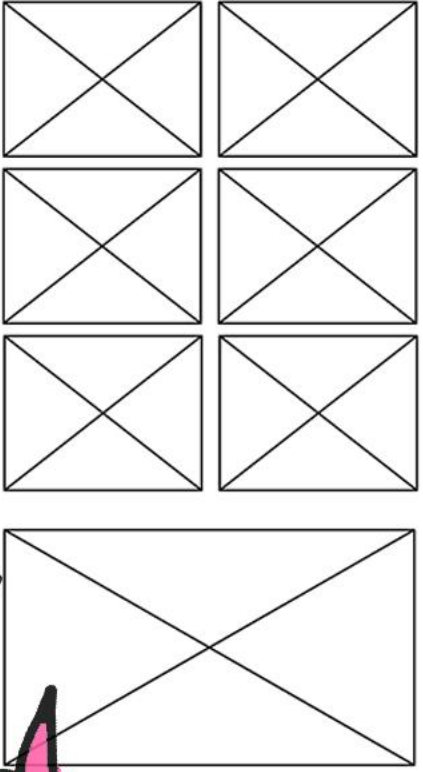
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WIREFRAMES 2

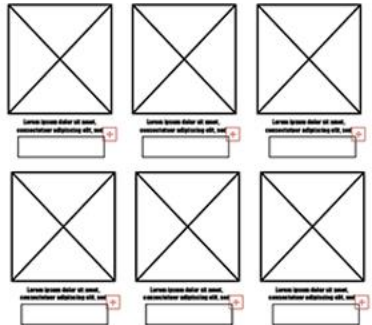
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MY DIGITAL DRAWINGS

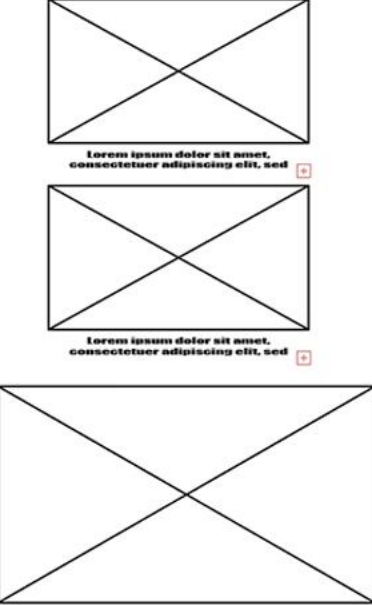


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MY STICKERS


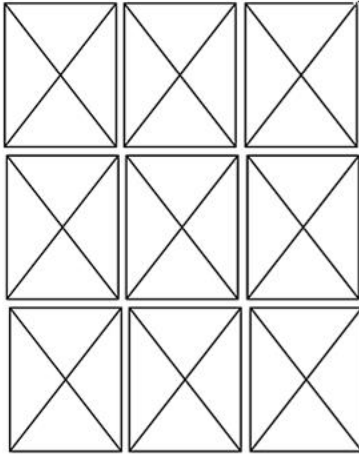


MY T-SHIRTS

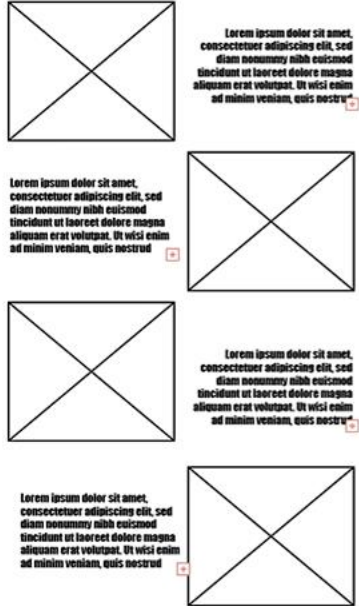


HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY POSTERS



MY LOGOS



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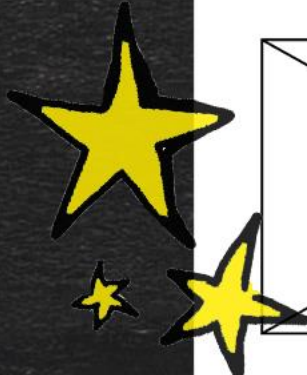
WIREFRAMES

3



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MY DRAWINGS



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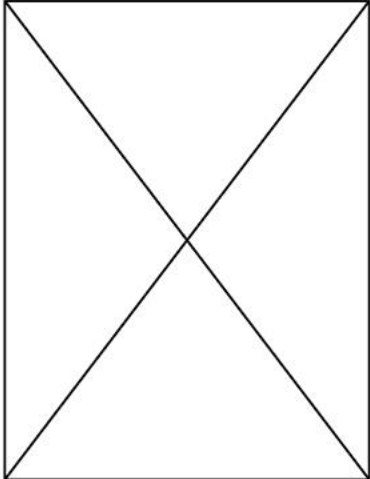
MURALS


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FIND ME

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BEHANCE	
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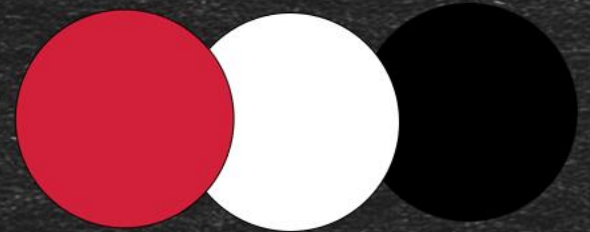


MOODBOARD **A**

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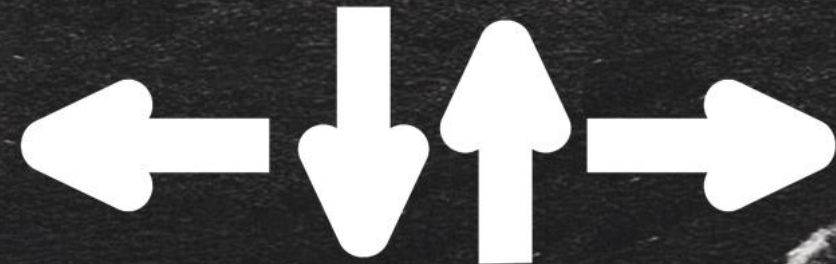
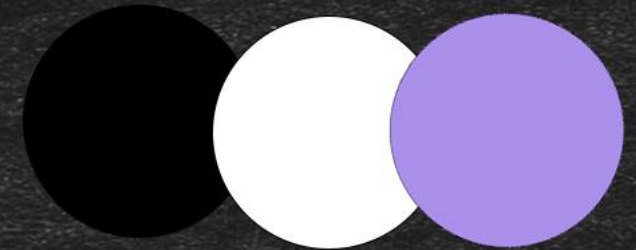
MOODBOARD



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FONT SUBTITLE: TEENAGE DREAM 2

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Brand Identity - Logo



FULL COLOR MOCKUP A



HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

HI, HOLA

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HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY POSTERS



MY LOGOS



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FULL COLOR MOCKUP **B**



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HI, **HOLA**

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HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY **POSTERS**



MY **LOGOS**



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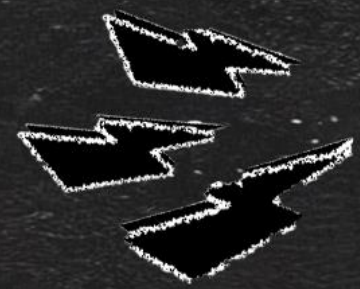
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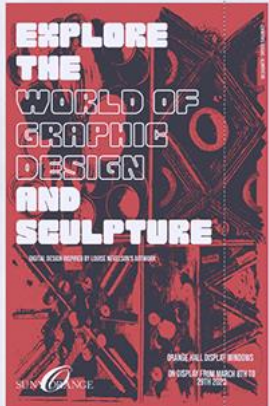
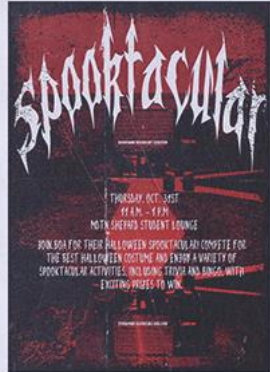


FINAL SITE-DESKTOP





MY POSTERS



MY DIGITAL DRAWINGS





MY STICKERS



MY T-SHIRTS



MY DRAWINGS





WELCOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY MURALS



"Pais de cabeza"
made by eldiego, Mickey, Shadow and Ripper
2019 after the congress was closed in Peru



"Políticos de mierda"
made by eldiego,
2021 Following the theft of Covid-19 vaccines
by part of the government



"El corral"
made by eldiego, Mickey and Ripper
2020 after the vacancy of the president in that
year



"un ojo sobre el pais"
made by eldiego and Shadow
2020 After protests against the current
president appeared on the BBC



INSTAGRAM: eldiego_art
BEHANCE: diegosalinas29



WELCOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

FIND ME OR I WILL FIND YOU

INSTAGRAM: eldiego_art

BEHANCE: diegosalinas29

GMAIL: diegosalinasb2004

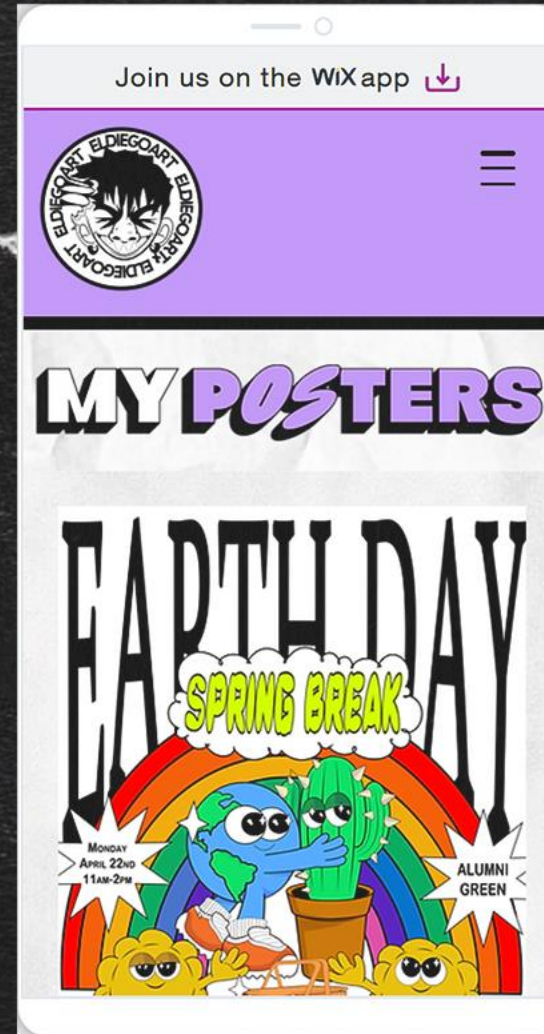
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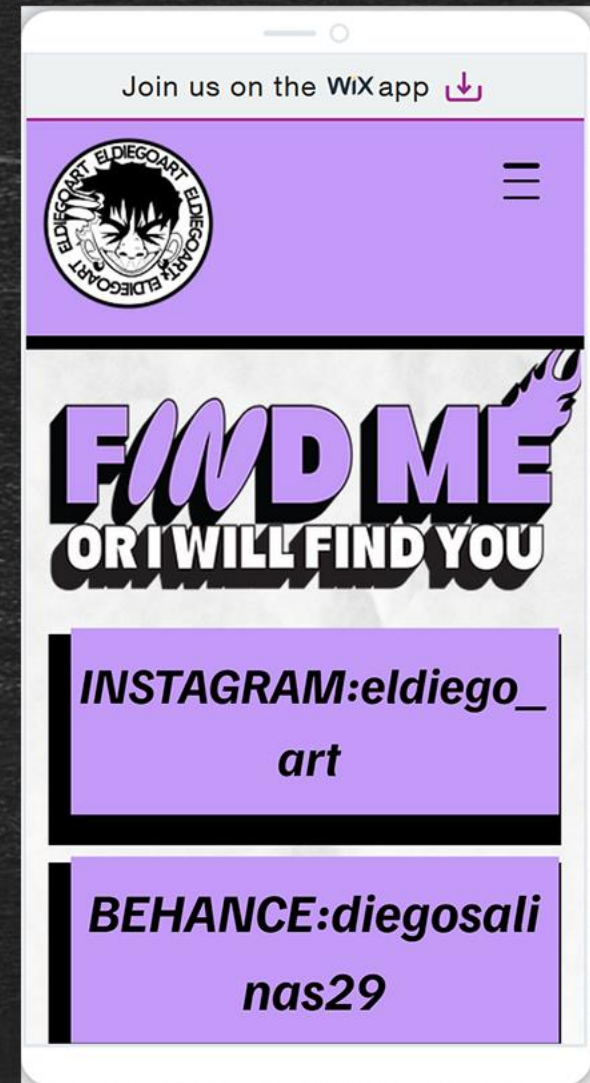
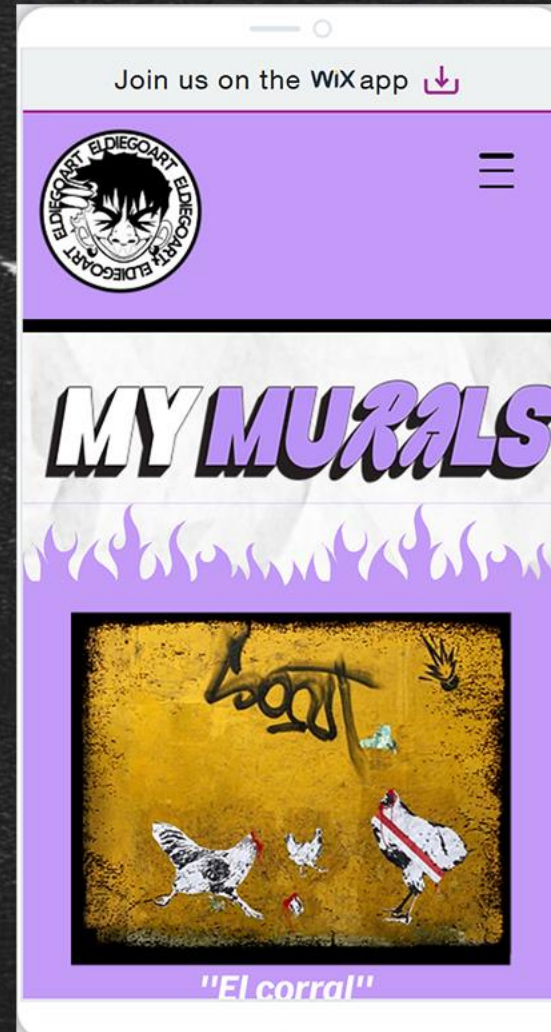
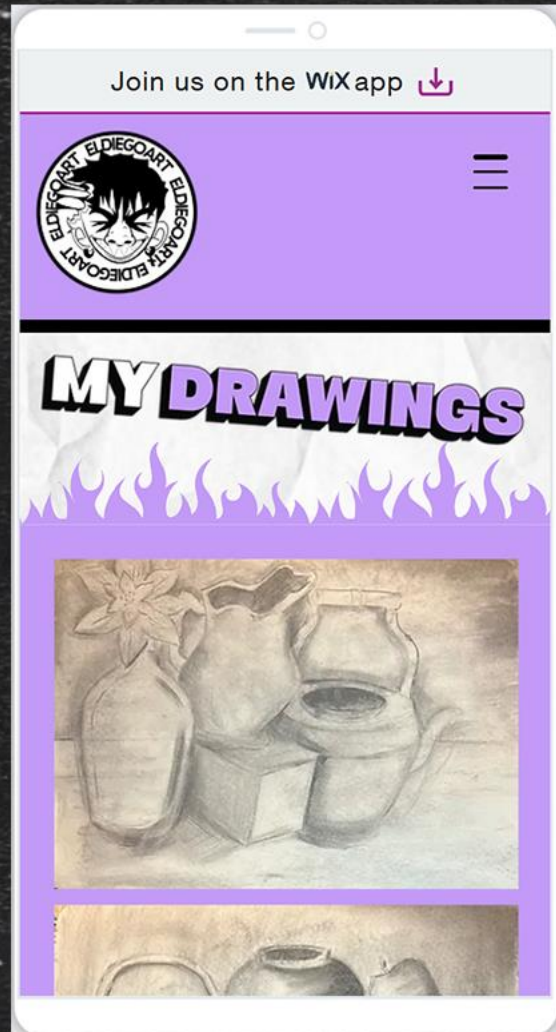
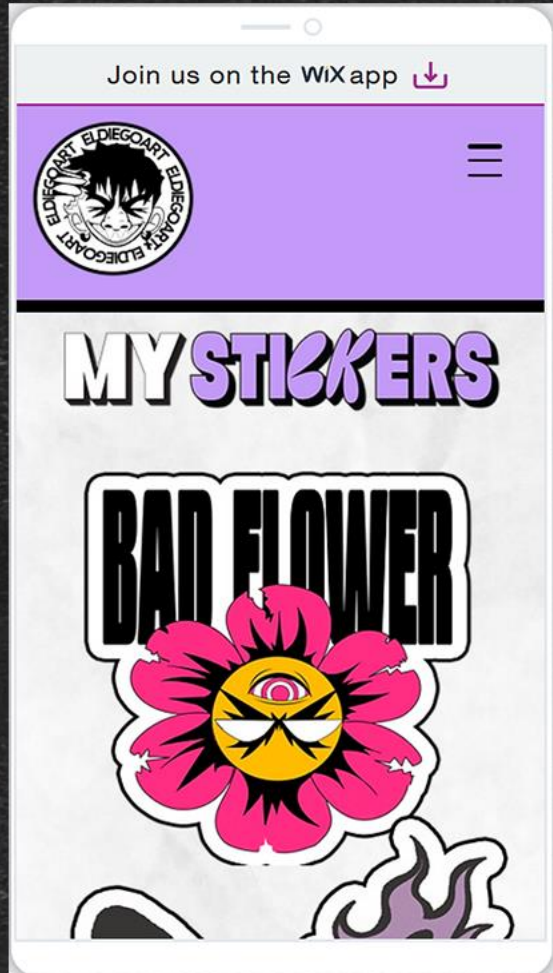


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BEHANCE: diegosalinas29



FINAL SITE-MOBILE





<https://das8898.wixsite.com/my-site-1>